



# USAID | UZBEKISTAN

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## SUCCESS STORY

# Brochure Inspires Better Childcare

**Thousands of Uzbek mothers learn to take better care of their children's health from a USAID project.**



Zameera and her daughter from Termez, Uzbekistan are featured on the cover of the Healthy Family brochure on child health. Photo: Project HOPE

***“If mothers and grandmothers know how to properly feed and care for children, they will use that knowledge in practice.”***

**– Nafesa-hon, Zameera's mother in law.**

Zameera Fazilova (names in the story have been changed) lives in Termez, rural Uzbekistan with her husband, mother-in-law, and her young baby Mamura. As the daughter-in-law of the household, Zameera is responsible for all household chores. She does all the laundry, cooks, and cleans for a large household and is also in charge of tending the family's vegetable garden and livestock. Because of this workload, and in keeping with tradition, Zameera's mother-in-law, Nafesa-hon, takes care of baby Mamura.

Like many Uzbek grandmothers, until recently Zameera's mother-in-law took care of the baby the way she'd been taught in her youth. When Mamura turned six weeks old, Nafesa-hon began giving her high-calorie food to help her grow: pieces of fried mutton fat, plenty of bread, tea. If Mamura was sick, Nafesa-hon would wrap her in blankets and give her herbal remedies. She didn't take Mamura to the doctor because she didn't believe it was necessary.

Things started to change when USAID and Project HOPE's Healthy Family project developed a brochure on child health, called “If you want your child to be healthy,” and began to disseminate it through project trained visiting health nurses. One of the newly trained nurses came to Zameera's house, to talk about child health.

Both Zameera and Nafesa-hon were eager to learn more about caring for infants. They listened carefully to what the nurse had to say and studied the brochure in detail. A visiting nurse later learned that the two women had memorized the brochure text and followed its instructions on caring for Mamura to the letter, determined to give the baby the best care possible.

Next time baby Mamura was badly ill, the women took her immediately to a clinic. The doctor advised that they could look after Mamura at home, and this was when Zameera's knowledge began to show its true value. She fed Mamura more than normal, gave her extra liquids, and encouraged her to eat by coaxing her with her favorite foods. Mamura made a speedy recovery.

The Healthy Family project printed 35,000 brochures on child health. Visiting nurses, trained in patient education by the project, use these brochures to educate mothers of children under five and then leave them as a reference for the family.

USAID and Project HOPE's Healthy Family project worked to improve maternal and child health in Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. A population of over two million people in the four countries was directly served by the project through September 2007.